



FOR IMMEDIATE RELEASE

SEATTLE OPENS ITS DOORS

Four thousand Seattle home owners will literally open their doors this year to World's Fair visitors.

The home owners are listing extra rooms and facilities with Expo-Lodging Service, Inc., official reservations agency for the Seattle World's Fair.

Two thousand choice apartments will be added to the available space by being earmarked for the transient trade.

These moves were planned more than a year ago in Expo-Lodging's program to ensure that every visitor gets a room. There is no implication that these are emergency measures due to lack of other space.

"Any impression that hotels and motels are booked solidly for the six months of the fair, probably stems from people who have tried to make reservations on their own rather than utilizing the services of Expo-Lodging," said Ralph Lee, executive vice president and general manager of the agency.

Lee said many prospective visitors prefer private homes or apartments, and that by filling requests for them, Expo-Lodging is taking some of the pressure from hotels and motels.

While a few hotels and motels of the Seattle area are booked almost solidly for most months of the fair, many others are booked only for certain periods, according to Lee. He pointed out that his agency maintains a running inventory on available space, and urged that the prospective visitor write to Expo-Lodging Service, Inc., Seattle World's Fair, Seattle 9, Washington.

The transient apartment space will be equivalent to first-class hotel accommodations, Lee said.

Private-home owners with suitable space will be solicited beginning the week of January 22, in seven residential areas close to the fairground. The initial contact will be through newspaper publicity, urging prospects to write to Expo-Lodging.

More than 1500 home-owners have already written, with no appeal having been made to them, so a goal of 4,000 appears to be reasonable.

Each applicant will be checked by qualified volunteers, approved by Expo-Lodging. No sub-standard facilities will be listed. Prices will be suggested by Expo-Lodging.

Ninety-five per cent of the first-class hotels and motels of Greater Seattle have aligned themselves with Expo-Lodging. They have agreed not to raise agreed-upon prices before or during the fair.

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